



WWF & Mars Petcare Partner for Sustainable Fish

2009 – 2021



MARS
Petcare

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PROTECTING OUR OCEANS TOGETHER

WWF and Mars Partner for Sustainable Fish

The global seafood sector is vital to food security, nutrition, and income for people around the world. Our oceans generate at least \$2.5 trillion worth of products and services each year, and fishing alone supports more than 260 million jobs. Additionally, seafood remains the major source of protein for roughly 3.3 billion people. Fish is also an important ingredient in healthy, nutritious, and high-quality pet food. Only a healthy ocean can keep this economic engine running.

However, fisheries around the world are on the verge of collapse and are under significant threat from overuse. According to the UN Food & Agriculture Organization, one out of every three assessed wild fish populations has been overfished or harvested beyond its limit. Overfishing can lead to species endangerment and extinction, and therefore to biodiversity loss. It also leads to reduced catches and lower profits. In response, some operators turn to fishing illegally, without proper licenses or authorizations or in protected areas – actions called illegal, unreported and unregulated (IUU) fishing.

Being Part of the Solution

While Mars Petcare accounts for a small share of the global fish market, as a purpose-driven business, it chose to be part of the solution. WWF and Mars

Petcare partnered to set an ambitious, industry-leading target in 2010 to procure 100% of the company's fish from sustainable sources according to Mars Petcare's guidelines. WWF has been working with Mars for over a decade to review, innovate and scale its approach to more sustainable fish sourcing.

As well as seeking to buy 100% of their supply from more sustainable sources, Mars Petcare seeks to address food security by using fewer whole fish in its products, not using endangered fish species, and working to advance respect for human rights within its supply chain. The partnership identified four strategies to achieve these goals:

- 1) Reduce** pressure on fish ecosystems by minimizing competition with the human food supply chain, helping to address food security and not sourcing any endangered species.
- 2) Reward** sourcing more sustainable fish, aligned with Mars Petcare's guidelines.
- 3) Restore:** Collaborate to restore and safeguard critical habitats, partnering with communities to restore coral reefs in coastal ecosystems and invest in Fishery Improvement Projects (FIPs).
- 4) Respect:** Advance respect for the human rights of people in the fish industry, with a focus on Thailand.

MARS
Petcare





2010

Mars Petcare was the first global pet food company to make a public commitment with WWF towards sustainable seafood.

Our Partnership

Mars Petcare and WWF collaborated for many years prior to initiating a formal partnership in 2009 covering a broad range of topics including fish sustainability. In the early years of the partnership, WWF conducted a supply risk assessment of raw materials and sourcing locations to help Mars identify priorities and focus on more sustainable sourcing.

The partnership continues to this day, and Mars Petcare and WWF have extended their close partnership by extending their longstanding collaboration for a further five years through 2025.

Mars Petcare's Fish Sustainability Commitment

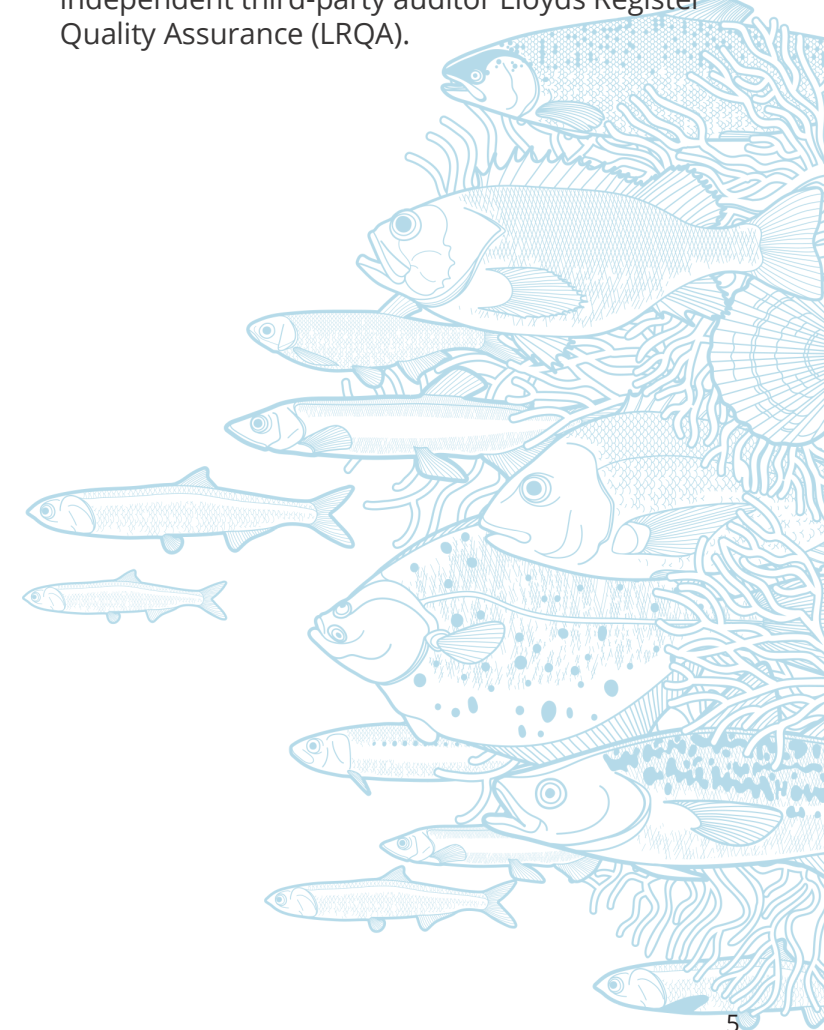
In collaboration with WWF, Mars Petcare's ambition is to sustainably source 100% of its fish supply, including wild-caught fish, farmed fish, fish meal and fish oil. Mars Petcare aims at sourcing from fisheries that are managed in ways that respect the diversity of the fish ecosystem and is committed to not sourcing any species listed as endangered or critically endangered in the International Union for Conservation of Nature (IUCN) Red List. Mars Petcare also seeks to minimize its use of fish ingredients that are appropriate for human consumption where possible, with the objective of reducing pressure on human food supply and ecosystems. Mars Petcare has established guidelines to identify the fish supply that it considers to be sustainably sourced:

Mars Petcare requires its fish suppliers to follow the Mars Supplier Code of Conduct which articulates Mars' social, environmental, and ethical expectations. The Code contains globally aligned standards and is rooted in international law. Mars Petcare's sustainable fish sourcing guidelines are as follows:

Supply certified or endorsed by credible third parties, including: the Marine Stewardship Council (MSC); the Aquaculture Stewardship Council (ASC); supply listed by Monterey Bay Aquarium Best Choice or Good Choice

Alternative; MarinTrust/IFFO RS; the Global Aquaculture Alliance Best Aquaculture Practices (BAP certification); the Global Good Aquaculture Practice (GAP) Certified Aquaculture standard; supplies from a comprehensive Fishery Improvement Project or Aquaculture Improvement Project in place (considered to be transitioning to certification); supplies from the International Seafood Sustainability Foundation participating companies; and supplies meeting Mars Supplier Quality Assurance internal fish sourcing requirements.

Mars Petcare management annually reviews and revises these guidelines as needed, considering input from external technical experts and advisers. Assurance of Mars Petcare's sustainable fish sourcing performance is made annually by an independent third-party auditor Lloyds Register Quality Assurance (LRQA).



MARS PETCARE ACHIEVEMENTS & HIGHLIGHTS

As of the end of 2020, LRQA found that Mars met 81% of its sustainable fish goal across all of its pet food brands worldwide in line with the company's sourcing policy guidelines. LRQA also confirmed that Mars has not sourced any endangered marine species from the IUCN Red List. WWF has worked closely with Mars and will continue to provide strategic guidance on the path toward more sustainable and responsible fish sourcing.

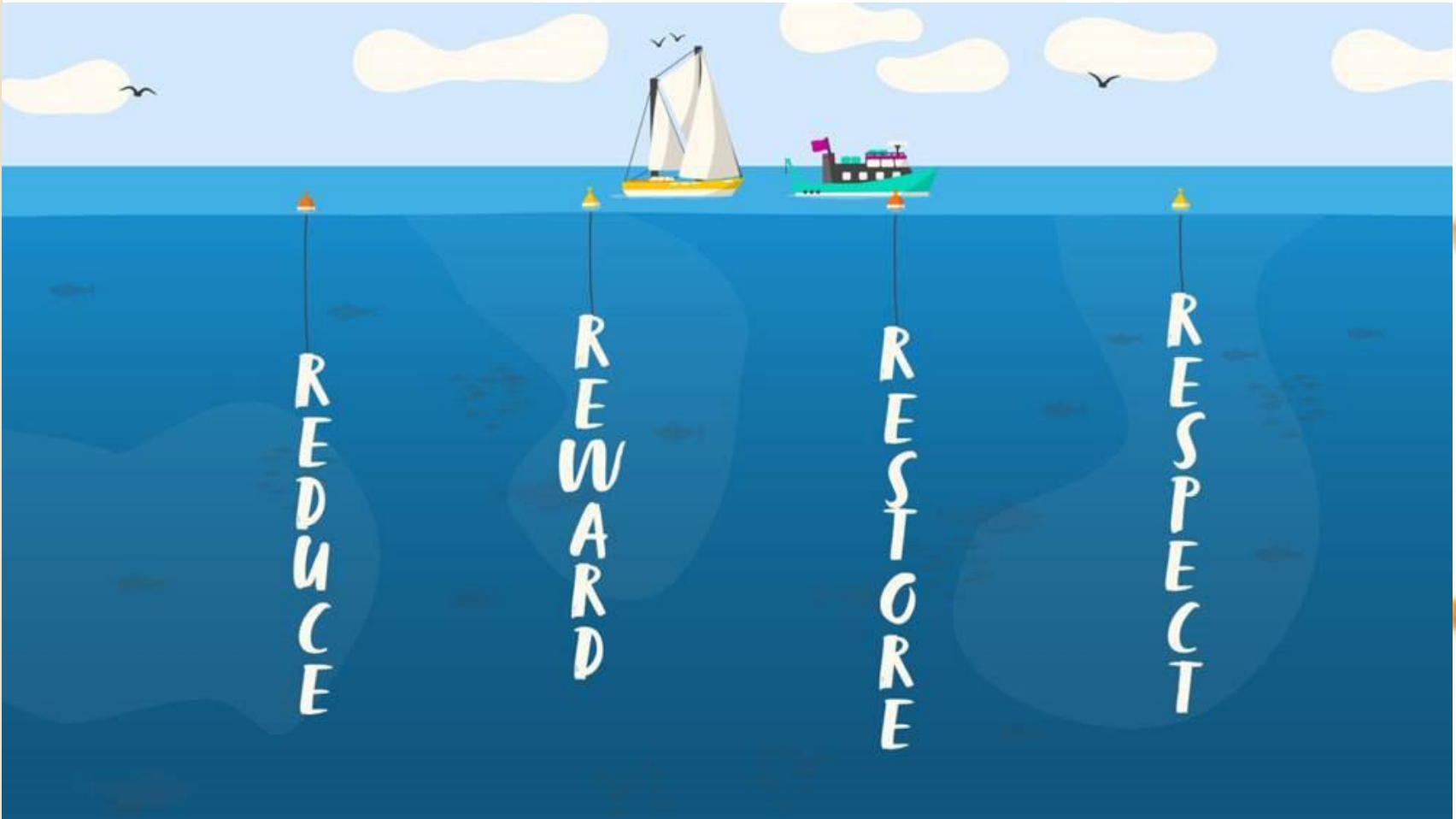
MSC and ASC Sourcing Progress

By measuring Mars against the most robust certifications, a WWF study determined that from 2015 to 2019, Mars Petcare increased sourcing by 26% from the Marine Stewardship (MSC) certified wild-caught fisheries in key regions such as Asia Pacific and Europe. In 2019, the company also increased sourcing from the Aquaculture Stewardship Council (ASC) certified farms by 49% in key regions such as Asia Pacific and Europe. These numbers confirm the company's continuous progress against these leading environmental standards.

Leading Efforts for Tuna Conservation

Mars Petcare continues to demonstrate their leadership in supporting conservation through tuna advocacy by supporting global efforts asking country delegates within key tuna Regional Fishery Management Organizations (RFMOs) to adopt measures that are critical to tuna conservation. As a result, several key measures have been adopted, including a binding requirement for the

use of non-entangling fish aggregating devices (FAD) to catch tuna. The use of these lower-entangling FADs help reduce the incidental catch of sharks, sea turtles, dolphinfish, billfish, and other finfish, while targeting tuna stocks. Today, the four major tuna RFMOs have adopted this requirement.



MARS GLOBAL SEAFOOD ENGAGEMENT

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FIP SOURCE

Morocco sardine

The FIP started in 2015 with the end goal of obtaining the MSC certification. The FIP has focused on ensuring that precautionary harvest control rules are in place for individual stocks and improving data collection and analysis on discards and endangered, threatened, and protected species' interactions through a scientific observer program.

Thailand longtail tuna

The goal of this FIP is to obtain the MSC certification and help the fishery better meet international market requirements. The longtail tuna FIP is working to improve cross-sector collaboration and enhance fishery traceability. As longtail tuna catches occur in Exclusive Economic Zones (EEZs) of other countries, including Malaysia and Indonesia, the FIP also aims to advance the implementation of both national and regional conservation and management.

Peru anchovy

The Peruvian anchovy is one of the most important single species fishery worldwide. The main issues this FIP aims to address are ensuring that the fishery is meeting the needs of the ecosystem, addressing illegal and unreported fishing, and better understanding its impacts on endangered, threatened, and protected species.

Driving Change on the Water

Mars Petcare is committed to driving change on the water by supporting key fisheries that are committed to transitioning to meet the MSC's Fisheries Standard through comprehensive FIPs. Mars has worked with suppliers to source from FIPs, and looking ahead Mars Petcare will increase its level of engagement. WWF and Mars are currently working together to identify new projects for which Mars can provide financial support in order to directly engage and leverage Mars Petcare's market influence for positive change.

Coral Reef Restoration

WWF supports the conservation and restoration of coral reefs from the Caribbean to the Indo-Pacific. We work closely with communities and managers to develop and implement conservation strategies that address the biggest local threats to coral reefs. While much of the work is focused on conservation efforts, there are sites where reefs are so degraded that coral reef restoration may be the only option for coral reef recovery. In doing this work, we need to adopt innovative approaches that can increase the likelihood of long-term success for both reefs and communities and work alongside partners like Mars that are developing and testing restoration methods.

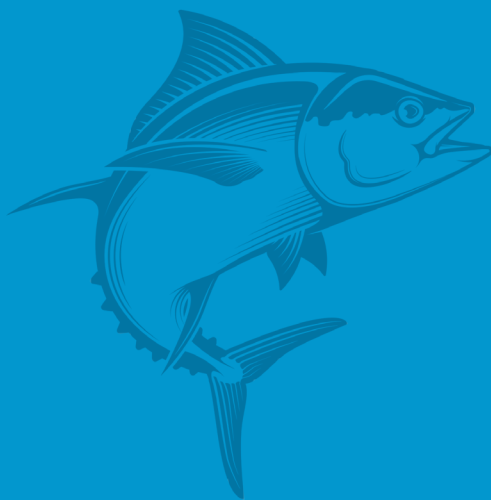
Since 2006, Mars Petcare has been developing a cost-effective and scalable solution to restore coral reefs -the Mars Assisted Reef Restoration System (MARRS). This program has demonstrated rapid rebuilding of coral reefs from the bottom up; in one long-term site, coral cover dramatically increased, up to 60%, within the first two years. These results help rebuild a healthy, diverse, and productive coral reef, benefiting not only the oceans but also the local communities that depend on them.

Mars Assisted Reef Restoration System (MARRS)





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Respect for Rights and the Rule of Law

As a board member of the Seafood Task Force (STF), a leading cross-sector initiative driving sustainability in the seafood sector in Southeast Asia, Mars Petcare has taken a leadership role in driving measurable social and environmental change in the Thai seafood industry.

This work has focused on driving greater supply chain accountability, verification, and transparency, with an emphasis on addressing Illegal, Unreported and Unregulated (IUU) fishing.

For example, in 2018 Mars Petcare and Thai Union worked together to address IUU risks by introducing digital traceability into supply chains using e-logbooks. WWF was a founding member of the STF and remains on the advisory council, working closely with Mars Petcare and other members on the platform's social and environmental objectives and impacts.

KEY MILESTONES

Prior to
2009

WWF provides scientific advice on various issues to Mars Incorporated.

2009

WWF formally partners with Mars Incorporated Scientific Advisory Committee to provide expert scientific advice on advances, opportunities, and barriers to progress in human and animal health and nutrition, plant sciences, food safety, and sustainability.

2010

In an industry first, Mars Petcare commits to sourcing 100% from sustainable sources by 2020 and commits to reduce pressure on fish ecosystems under threat by minimizing competition with the human food supply chain and not sourcing any species on the IUCN list of endangered species.

2013

WWF works with Mars to conduct a supply risk analysis of Mars' raw materials and sourcing locations to help identify priorities with a focus on sustainable fish sourcing. Mars Petcare contributes \$500,000 to WWF to help protect the future of tigers via a "Big Cat" on-package promotional campaign with the Whiskas brand.

2015

Mars and WWF collaborate on an in depth-assessment to provide recommendations on improving sustainable fish sourcing from key Mars Petcare markets, including Asia Pacific and Europe.

2017

WWF and Mars identify Fishery Improvement Projects for deeper engagement in supporting fisheries in transition toward sustainability.

2018

WWF participates in Mars Petcare's external global stakeholder summit to review progress to-date, discuss challenges, and identify priorities for future work.

2019

WWF partners with Mars Petcare to strengthen its sustainable fish sourcing guidelines.

2020

WWF provides tailored recommendations to Mars Petcare's business units to improve fish sourcing from key markets based on 2019 sourcing data.

2021

WWF and Mars Petcare announce the extension of their decade-long partnership through 2025 to continue driving the company towards more sustainable and responsible sourcing practices.



“As the first global pet food company to make a public commitment to sourcing sustainable seafood, Mars Petcare continues to influence global supply chains through its longstanding ambition to transition fisheries and farms to more sustainable practices.”

— Michael Griff, Manager of Seafood Engagement at WWF

THE WAY FORWARD

The current demands on our oceans are unmanageable. That’s why WWF and Mars Petcare are maintaining their close partnership by extending their long-standing collaboration for another five years.

The extension will build on the mutual efforts of the past decade, during which we have worked together to drive positive change in the seafood industry, and in Mars Petcare’s fish supply chain and sourcing. We are proud that together we have driven significant improvements in Mars sustainable fish sourcing and traceability, positively influenced sustainability in the fishing sector through industry forums, and increased awareness among consumers and policymakers alike that a more sustainable future for fish is not only possible, but essential.

However, there is still much work to be done to boost the availability of sustainable fish and to address a range of environmental and social challenges in the fishing sector, which is why the two partners are renewing their collaboration through 2025. WWF will continue to provide expert support and advice as Mars pursues its sustainable fish sourcing goals.

We will work together to improve environmental and social impacts in Mars’ fish supply chain and to positively influence the fishing sector more broadly, focusing on improving conditions across three major workstreams: Wild-caught fish (including financial support for FIP), farmed fish (Aquaculture), and addressing IUU fishing, and better traceability.

As the two partners make progress toward Mars’ commitment, they are eager to share key lessons they have learned along the way:

- Engagement of procurement has been key to progress. Mars has engaged all of its fish buyers around the world in understanding the

sustainability challenges and giving the company the guidance and support to shift its sourcing in the right direction.

- Mars is not only focused on doing the right thing through its own sourcing, but has also seen the benefit of engaging and influencing others within this industry. It has served on the board of the Seafood Task Force to tackle common issues like traceability and worked with other global fish buyers through the Consumer Goods Forum on collective challenges like responsible recruitment.

- Mars has learned that the engagement with governments and global policymakers is critical to driving progress, both on the environmental and the social aspects of fish sustainability. The challenges we all need to overcome in this sector are far beyond the ability of any one company or even any one industry to successfully address.

In partnership with WWF, Mars Petcare will continue to work toward its commitment to source 100% of fish from more sustainable sources, continue to have no endangered fish species in its supply chain, and take action to strengthen protections for the people in its fish value chain.





Why we are here

To conserve nature and reduce the most pressing threats to the diversity of life on Earth and to build a future in which people live in harmony with nature.

www.seafoodsustainability.org